

Chapel Hill catches the Pepsi spirit

By SHARON OVERTON
Staff Writer

The Pepsi Generation is alive and kicking in Chapel Hill. At least that's what a commercial crew conducting auditions this week on the UNC campus is hoping.

Thursday, the group began looking at students here as possible candidates for a new television commercial advertising Pepsi-Cola. By early afternoon, more than 100 hopefuls were leaping, yelling, kicking and growling — anything to catch the director's eye.

"I'm looking for basic acting tools," said Joe Hanwright, director for the Pepsi commercial. "We need people who have imagination, concentration and the willingness to make total assholes of themselves."

Hanwright assembled groups of 10 to 15 people at a time, asking them to do everything from singing "Happy Birthday," to imitating elephants and playing tag. Since the commercial will center around sports, he was also looking for athletic ability and team effort.

"If they can convince themselves that this situation is reality for just five minutes, that's great."

Hanwright said he hopes to audition more than 1,000 people for the commercial in the next two days. Next week he will narrow the field to 200 to 300 people with approximately 40 main actors.

Auditions will be held from noon until 4 p.m. today at Carmichael field, and 3 to 6 p.m. at Umstead Park.



UNC students audition for television commercial advertising Pepsi-Cola
... director says he is looking for basic acting tools and imagination

DTH/Jeff Neuville

Assistant producer Carolyn Judd said that formal acting training would not necessarily help in auditions. One of the reasons the crew chose Chapel Hill was because of its "non-glamorous" atmosphere, Judd said.

"In Los Angeles and New York, people are used to this sort of thing; they're pretty jaded," she said. "There's a freshness about Chapel Hill, a certain spirit that shows that people are enthusiastic about the commercial."

And that enthusiasm shows. "Fame, fortune and stardom" are the reasons Reid Turner, a 17-year-old freshman from

Atlanta, Ga., came out to audition for the Pepsi commercial.

Scott Davis, 20, was a little more realistic. "I think it would be fun to work on a commercial and be on TV," the Greensboro junior said. "They told us to be as bizarre as possible — anything goes. I probably bombed out... well, maybe I got away with a couple of things."

When casting is completed, the crew plans to start shooting the commercial the week of Sept. 20. Producer Steven Cohen said he was still searching for specific locations, but planned to "spread out all over town and campus."

Ironically, if Cohen wants to feature his product in any of the scenes shot on campus, he'll have to bring the cans in from somewhere else. University vending machines and food services sell only Coke products.

In 1980 the University awarded its vending contract to Triangle Coin Caterers, a Durham firm which is a distributor for the Coca-Cola Bottling Company, said Charles Antle, associate vice chancellor for business. The school awarded a separate contract to Coke last year for fountain privileges.

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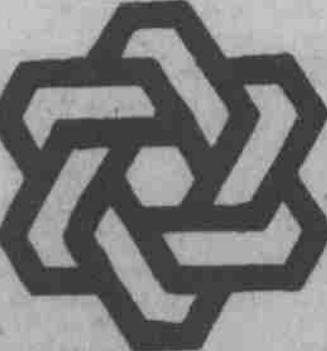
YOM KIPPUR

Sunday, Sept. 26
Monday, 9:30 (preliminary) 10:00 (regular),
Sept. 27 7:45 pm (breakfast)

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Campus Y Horizons

kicks off new year

By ROBERT MONTGOMERY
Staff Writer

stands for stretching out to people," Murphy said.

Among the plans of the Campus Y are several fund-raising events. The organization operates on those funds, Holcomb said.

The biggest fund-raisers are the annual crafts bazaar held in December and Footfalls, which is a 10-kilometer roadrace, and a 2-mile fun run, Holcomb said.

The Campus Y also has community volunteer committees. Among these committees is the Big Buddy program, which matches UNC students with children who need attention and companions.

Committees working with global issues also sponsor a variety of programs including a fast for world hunger scheduled to take place before Thanksgiving.

Dinner-discussions with faculty members are also sponsored during the year by the Campus Y. These are also very popular with students, Holcomb said.



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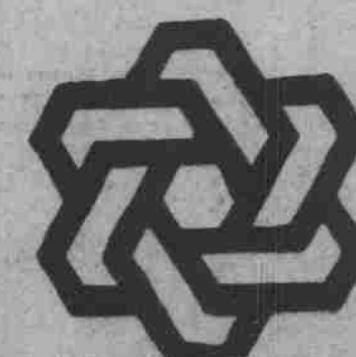
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THIS WEEKEND AT HILLEL . . .

Friday, September 10—Join us for a creative Shabbat service at 6:30 p.m., followed by Shabbat dinner at 7:30 p.m. Chicken will be served veggie alternative available. Reservations requested by 12 noon Thursday. Cost: \$2.50—affiliates, \$3.50—non-affiliates.

Saturday, September 11—Time for the High Holy Days frame of mind—join us for selichot services at 11:30 p.m., preceded by coffee and cake at 10:30 p.m.

Sunday, September 12—How about a relaxing study break? Enjoy a day of good company and new friends at Camp New Hope, from 10 a.m.-5 p.m. Lunch will be served. Cost: Hillel affiliates—FREE, non-affiliates—\$2.00. Reservations requested by 3 p.m. Friday. Transportation available.



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